

## Captioning Online Videos

There are many good reasons for captioning videos we distribute online. Captioning makes our videos available to the largest possible audience, including people with disabilities, speakers of other languages, and people using search engines to find content. You put a lot of work into your videos, so make sure they reach the audience they deserve. This guide shows you how to create and post captions for online videos.

### Creating Caption Files - With a Transcript

A transcript is a written record of the sounds you want to describe in your video, plus any additional details that would help someone who can't hear the audio track in the video, such as identifying the speaker, indicating whether a sound is soft or loud, etc.

If your video is fully scripted, it's easy to take the script and add whatever details you need to flesh it out as a transcript. If the video is not scripted, you make the transcript by listening to the video and writing down what people are saying and making note of any other relevant sounds. The lowest-cost approach for computer-based videos is to open two windows on your computer desktop, one in which you play the video, and one in which you use a word processor to write down what you hear.

The Service also has a number of licenses for a program that makes the transcription process easier by giving you better control over the video playback. **Inqscribe** (at **Inqscribe.com**) is available if needed. Please contact Kayt Jonsson (kayt\_jonsson@fws.gov). Inqscribe can also be used to create caption files, as we'll discuss later.

You can use transcripts as source material for blogs, Facebook posts and tweets to help promote your video. They are also the basis for closed captions. Closed captions are simply transcripts that have been synced with the associated video, so that words and sounds described in the transcript appear at the appropriate point in the video. "Closed" captions can be toggled on and off, translated into many different languages, are searchable, and can be picked up by screen readers when needed.

In the transcript, don't worry about long blocks of text or how to place line breaks. That'll all work out in the captioning phase. Once you've finished the transcript, just save it in the "plain text" (.txt) format and you're ready to use that transcript to caption your video.

Here are some other things you can do to help get the best results when you later convert your transcript to captions:

- Identify speakers when it's not clear who's speaking. You can also add tags like >> at the beginning of a new line to identify speakers or change of speaker.

e.g., >>Narrator: The refuge is home... >>Joe Smith: What I love about...

- Enclose descriptions of other relevant sounds in brackets, e.g., [birds chirping in background]. You don't have to describe every incidental sound, just those that matter.
- Identify long pauses (3 seconds or longer) or music in the transcript with a double line break. Captions are usually presented in two-line segments, so this will force a pause between the first and second lines, if necessary.
- Use double line breaks anytime you want to force a caption break.

At this point, most of you will hand off your video and transcript to your regional social media coordinator to be uploaded to the Service YouTube channel. However, if that happens to be you, here are some simple steps for captioning with YouTube....

### **For YouTube Captions when you already have a transcript**

1. Go to your Video Manager by clicking your account in the top right > Creator Studio > Video Manager > Videos.
2. Next to the video you want to add captions or subtitles to, click the drop-down menu next to the Edit button.
3. Select Subtitles and CC.
4. Click the Add new subtitles or CC button.
5. Choose one of the following for how you want to add or edit subtitles or closed captions to your video:

### **Upload a File:**

1. Before you start, make sure that your file type is supported on YouTube. If you saved the transcript as plain text, you're all set.
2. Choose the language for the subtitles or closed captions you want to create. You can use the search bar to find languages that don't automatically show in the list. For most of our videos we will use English, which is the default on our channel.
3. Select the Actions menu.
4. Select Upload a file and choose the type of file you have to upload.
5. Select Choose file > Upload.
6. Use the editor to make any needed adjustments to the text and timing of your new subtitle or closed caption.
7. Select Publish.

## **Transcribe and Set Timings:**

1. Choose the language for the subtitles or closed captions you want to create. You can use the search bar to find languages that don't automatically show in the list.
2. Select Create new subtitles or CC.
3. Underneath the video, click Transcribe and set timings.
4. Copy the text from the word processing program you're using - (Word, Inqscribe, Pages, etc) and paste it into the box.
5. Click Set timings to sync your transcript with the video.
6. Setting the timings can take a few minutes. While you wait, you'll be brought back to the video tracklist. Once it's ready, your transcription will automatically be published on your video.

If necessary, you can go back into your new caption file and edit any necessary changes or fixes. Do this by clicking Subtitles & CC, choosing the file you want to edit, and selecting the blue edit icon in the top left.

Once you have created your closed caption, you can check that it works by simply playing the video and clicking on the CC button on the video player.

## **For Facebook**

Facebook requires a .srt (subRip) caption format, not a simple transcript. The easiest way to get this file type is to download the caption file you created in YouTube:

1. Go to your Video Manager by clicking your account in the top right > Creator Studio > Video Manager > Videos.
2. Next to the video you captioned in YouTube and want to post to Facebook, click the drop-down menu next to the Edit button.
3. Click on your published language version.
4. At the top of the captions is a drop-down menu called 'Actions' that allows you to download an .srt version of your captions.
5. Via Facebook - To add captions to a video as you upload it:
6. After you click Post, click Edit This Video.
7. Click Choose File to select a SubRip (.srt) file from your computer. You can add files in additional languages after you save the video.
8. Click Save.

If you have any questions or concerns regarding the process of creating or uploading transcripts or caption files, please contact Kayt Jonsson ([kayt\\_jonsson@fws.gov](mailto:kayt_jonsson@fws.gov), 703.358.1790).